

AMENDMENTS TO THE CLAIMS

Please cancel claim 16.

Please replace claims 6, 13 and 18 with the following:

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1. (Original) A label comprising:
a transparent element to pass ambient light and backlight;
a transfective element juxtaposed to the transparent element to pass the
backlight, but reflect the ambient light.
2. (Original) A system as recited in claim 1, wherein the transparent
element includes label data.
3. (Original) A system as recited in claim 1, wherein the transfective
element comprises a metallic transfective film.
4. (Original) A system as recited in claim 1, further comprising an
electroluminescent light to produce the backlight.
5. (Original) An electronic device comprising the label as recited in claim 1.
6. (Currently amended) A label comprising:
a light transmissive element;
a light generating element to provide backlight for the light transmissive
element; and
a transfective element juxtaposed~~interposed~~ between the light
generating element and the light-transmissive element to pass
backlight generated by the light generating element out through
the light transmissive element, but reflect ambient light passed in
through the light transmissive element back out through the light
transmissive element.

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7. (Original) A system as recited in claim 6, wherein the light transmissive element comprises data printed thereon.
8. (Original) A system as recited in claim 6, wherein the light generating element comprises an electroluminescent light.
9. (Original) A system as recited in claim 6, wherein the transfective element comprises a metallic transfective film.
10. (Original) A system as recited in claim 6, wherein the label exhibits visually different appearances depending upon whether the light transmissive element is illuminated by the backlight or the ambient light.
11. (Original) A system as recited in claim 6, wherein the label exhibits a first color when the light transmissive element is illuminated by the backlight and a second color when the light transmissive element is illuminated by the ambient light.
12. (Original) An electronic device comprising the label as recited in claim 6.
13. (Currently amended) An assembly comprising:
 - a backlight source to generate a backlight; and
 - a label that reflects ambient light and emanates the backlight when the backlight is generated,wherein the label comprises:
 - a transparent element; and
 - a transfective element juxtaposed to the transparent element to pass the backlight, but reflect the ambient light.
14. (Original) An assembly as recited in claim 13, wherein the backlight source comprises an electroluminescent light.

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15. (Original) An assembly as recited in claim 13, wherein the backlight source is separate from the label.

16. (Cancelled.)

17. (Original) An electronic device comprising the assembly as recited in claim 13.

18. (Currently amended) A method comprising:
passing backlight emanating from behind a label out through the label;
and
reflecting ambient light received from in front of the label back through
the label,
wherein the label comprises:
a transparent element; and
a transfective element juxtaposed to the transparent
element to pass the backlight, but reflect the ambient light.